

ABSTRACT

An ultrasonic imaging apparatus according to the present invention includes an ultrasonic probe (2) for receiving and transmitting ultrasonic waves from/to an object (1), ultrasound image structuring means (6) for generating an ultrasound image from a reflected echo signal received by the ultrasonic probe, elastic image structuring means (7) for obtaining a physical quantity of the elasticity of a region of the object corresponding to the ultrasound image from the reflected echo signal and generating a color elastic image, display means (9) for overlaying the ultrasound image to the color elastic image, or arranging the ultrasound image and the color elastic image and displaying the resultant image on a screen, and input means (17) for variably setting a corresponding relationship between a hue of the color elastic image and the level of the physical quantity displayed on the screen. The level of the elasticity, such as the strain of each region in the tissue or an elastic modulus, is displayed with colors in accordance with the interest of the examiner, thus improving the convenience of use.